

**SUMTER COUNTY BOARD OF COMMISSIONERS
EXECUTIVE SUMMARY**

SUBJECT: Sumter County Tourism Development Council Grant Application Recommendation for Beef and Boogie, a Sumter County Chamber of Commerce event. (Board's Option).

REQUESTED ACTION: **Board's Option**

☐ Work Session (Report Only)
☒ Regular Meeting

DATE OF MEETING: 7/26/2011
☐ Special Meeting

CONTRACT: ☒ N/A

Effective Date: _____

Managing Division / Dept: _____

Vendor/Entity: _____

Termination Date: _____

BUDGET IMPACT: \$10,000 maximum

☒ Annual
☐ Capital
☐ N/A

FUNDING SOURCE:

Tourist Development Fund

EXPENDITURE ACCOUNT:

111-121-579-8209

HISTORY/FACTS/ISSUES:

Tourist Development Council (TDC) held their quarterly meeting on July 7, 2011. On the agenda was a grant application from the Sumter County Chamber of Commerce for "Beef and Boggie" event to be held November 4 and 5, 2011, at the Webster Farmers Market. The Tourist Development (TD) grant request was for \$10,000 to be used for local and regional newspaper advertisements, Facebook target advertisements, and K County 93.7 radio advertisements. This TD grant application was reviewed and scored by staff from Financial Services Department. The scoring indicated the event yielded a staff recommendation at the requested amount.

Mr. Andrew Cripps, event coordinator was present to discuss application.

The TDC voted 6 to 2 to recommend full funding of the request.

Attached documents: a) Beef and Boggie grant application with staff memo and score sheets b) DRAFT minutes of the TDC 7/7/11 meeting

Boards' option:

- 1) \$10,000 (recommendation of TDC by 6/2 vote)
 - 2) \$3,500 (Radio advertisement only)
 - 3) No Funding
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